

La Crosse Riverside Redevelopment Project

The Riverside Redevelopment Project is a large project in La Crosse, encompassing more than twelve different properties. The CenturyTel project (pictured) is made up of four of the twelve properties. These sites have a long history of commercial and industrial development dating back to the 19th century.

The CenturyTel, Inc., Midwest regional telecommunications headquarters building was completed in 2001. The new building is located on the south side of the project site along the banks of the Mississippi River. Plans for the north side of the site include a local developer's multi-story apartment complex.

As a result of these efforts, approximately 500 service jobs were retained and 100 service jobs were created at an annual payroll of approximately \$20 million, and property values rose from \$600,000 to more than \$25 million.

Passenger docking facilities were also developed along the riverfront.

- WI Department of Commerce Brownfields Grant (\$1 million)
- WI Department of Natural Resources Brownfields Environmental Assessment Program (Phase I and II site assessments)
- WI Department of Transportation (DOT) Transportation Enhancement Program



Photos courtesy of the WI DNR

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